

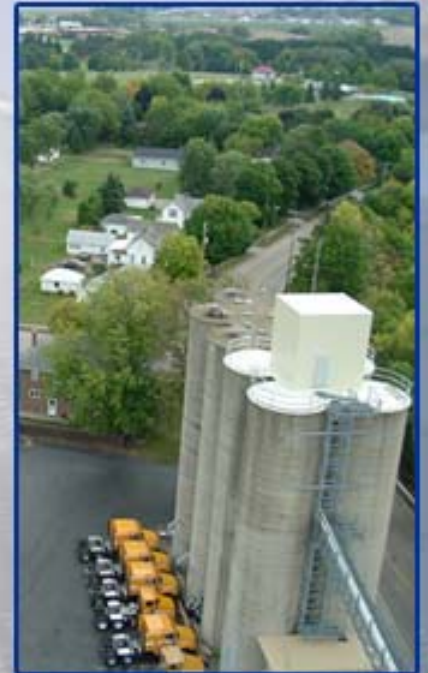
Using Broadband To Make Rural Michigan a Better Place to Live and Work

**Presented by Scott Zimmer
President – Air Advantage, LLC**



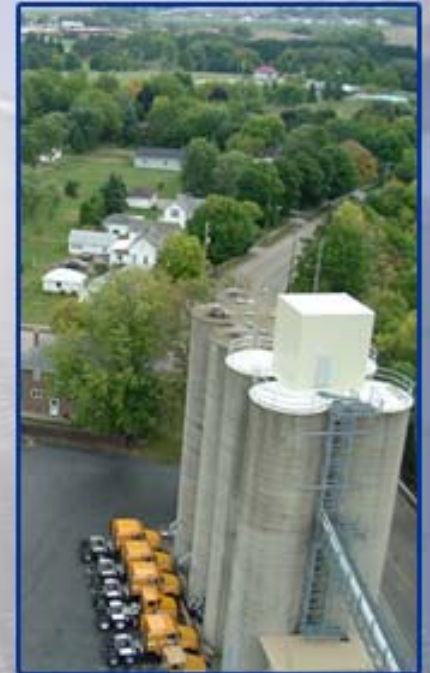
History of Air Advantage

- **Began operations in July 2002**



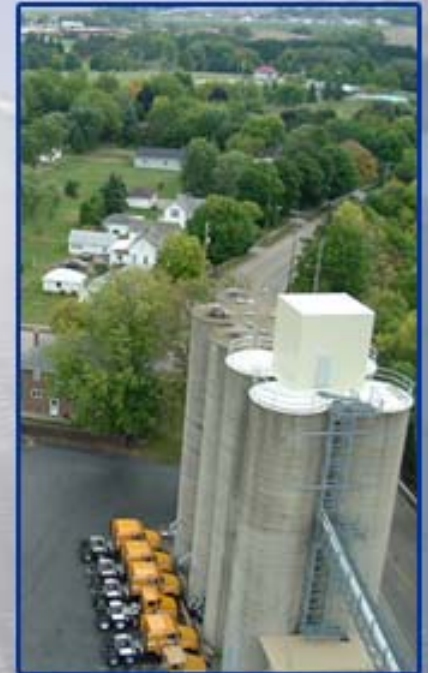
History of Air Advantage

- **Began operations in July 2002**
 - **5 towers located on grain silos in Huron County**



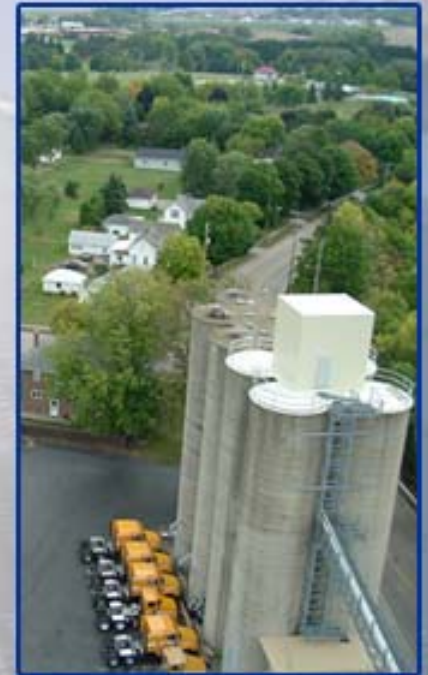
History of Air Advantage

- **Began operations in July 2002**
 - **5 towers located on grain silos in Huron County**
 - **Network has grown to over 40 towers serving over 3,000 people**



History of Air Advantage

- **Began operations in July 2002**
- **Growth fueled by RUS Broadband Loan and Community Connect Grant programs**



History of Air Advantage

U.S. Chamber of Commerce
Blue Ribbon
Small Business Award
2006



Air Advantage Serves the “Thumb”





“Thumb” Demographics

- **Three Counties – Huron, Tuscola & Sanilac**



“Thumb” Demographics

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- **65,000 households (0.5% of Michigan)**



“Thumb” Demographics

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- **2,600 square miles (4.6% of Michigan)**



“Thumb” Demographics

- **Three Counties – Huron, Tuscola & Sanilac**
- **65,000 households (0.5% of Michigan)**
- **2,600 square miles (4.6% of Michigan)**
- **53 people per sq. mi. (175.0 State Avg.)**



“Thumb” Demographics

- **10.77% of residents live below the poverty level**



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- **Median Income \$37,042 compared to \$46,291 for entire State**



“Thumb” Demographics

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- **Median Income \$37,042 compared to \$46,291 for entire State**
- **Unemployment 8.1% (Dec '06)**



State of Rural Broadband Access

- **Overall penetration rates in rural areas are growing at approximately the same as urban areas (39% rural – 40% urban)**



State of Rural Broadband Access

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State of Rural Broadband Access

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 - **56 million broadband users**



State of Rural Broadband Access

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State of Rural Broadband Access

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State of Rural Broadband Access

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 - **56 million broadband users**
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 - **U.S. Ranks 12th in the world for broadband penetration (U.K., Korea and Belgium all ahead of U.S.)**

(Source – PEW Internet Research; Organization for Economic Cooperation and Development; FCC Communications)

The background features a collage of images. On the left, a group of people in a laboratory setting are working with equipment. On the right, a large yellow arrow points upwards and to the right. A large blue circle is overlaid on the right side of the image, containing the title and a bulleted list. The overall theme is about the impact of broadband technology.

Broadband Making A Difference

- **Personal Lives**
- **Work Lives**
- **Community Activities**
- **Education**



Broadband Making A Difference

- **Personal Lives**
 - **On-line shopping**



Broadband Making A Difference

- **Personal Lives**
 - **On-line shopping**
 - **On-line activities**



Broadband Making A Difference

- **Personal Lives**
 - **On-line shopping**
 - **On-line activities**
 - **On-line research**

The background is a collage. On the left, a computer monitor displays the text 'Cyber Cycles' in a stylized font. Below the monitor, a newspaper is open, showing the word 'COLLAPSE' and the number '475'. A magnifying glass is positioned over the newspaper, focusing on the text. A hand is visible at the bottom right, typing on a keyboard.

Broadband Making A Difference

- **Personal Lives**
 - **On-line shopping**
 - **On-line activities**
 - **On-line research**
 - **On-line entertainment**



Broadband Making A Difference

- **Business Lives**
 - **Telecommuting**



Broadband Making A Difference

- **Business Lives**
 - **Telecommuting**
 - **Saving travel time**



Broadband Making A Difference

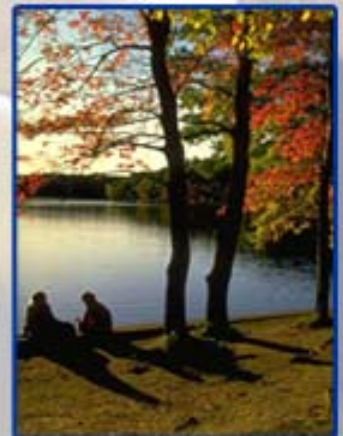
- **Business Lives**
 - **Telecommuting**
 - **Saving travel time**
 - **Financial feasibility**

Broadband Making A Difference

- **Business Lives**

- **Telecommuting**

- **Saving travel time**
 - **Financial feasibility**
 - **People live where they want to live**



Broadband Making A Difference

- **Business Lives**
 - **Connecting to the World**
 - **One small insurance company**





Broadband Making A Difference

- **Business Lives**
 - **Connecting to the World**
 - **One small insurance company**
 - **Limited choices prior to broadband availability**

Broadband Making A Difference

- **Community Activities**
 - **Getting involved in High School Sports**

The screenshot shows a live game page for ZCAST basketball. The URL is http://zcast01.zmco.net/basketball/portal.php?team1=Frankenthorn&team2=Bullock Creek&event_id=81. The game is between Frankenthorn (score 90) and Bullock Creek (score 51). The page includes player statistics, a game log, and a banner for Frankenthorn Festivals.

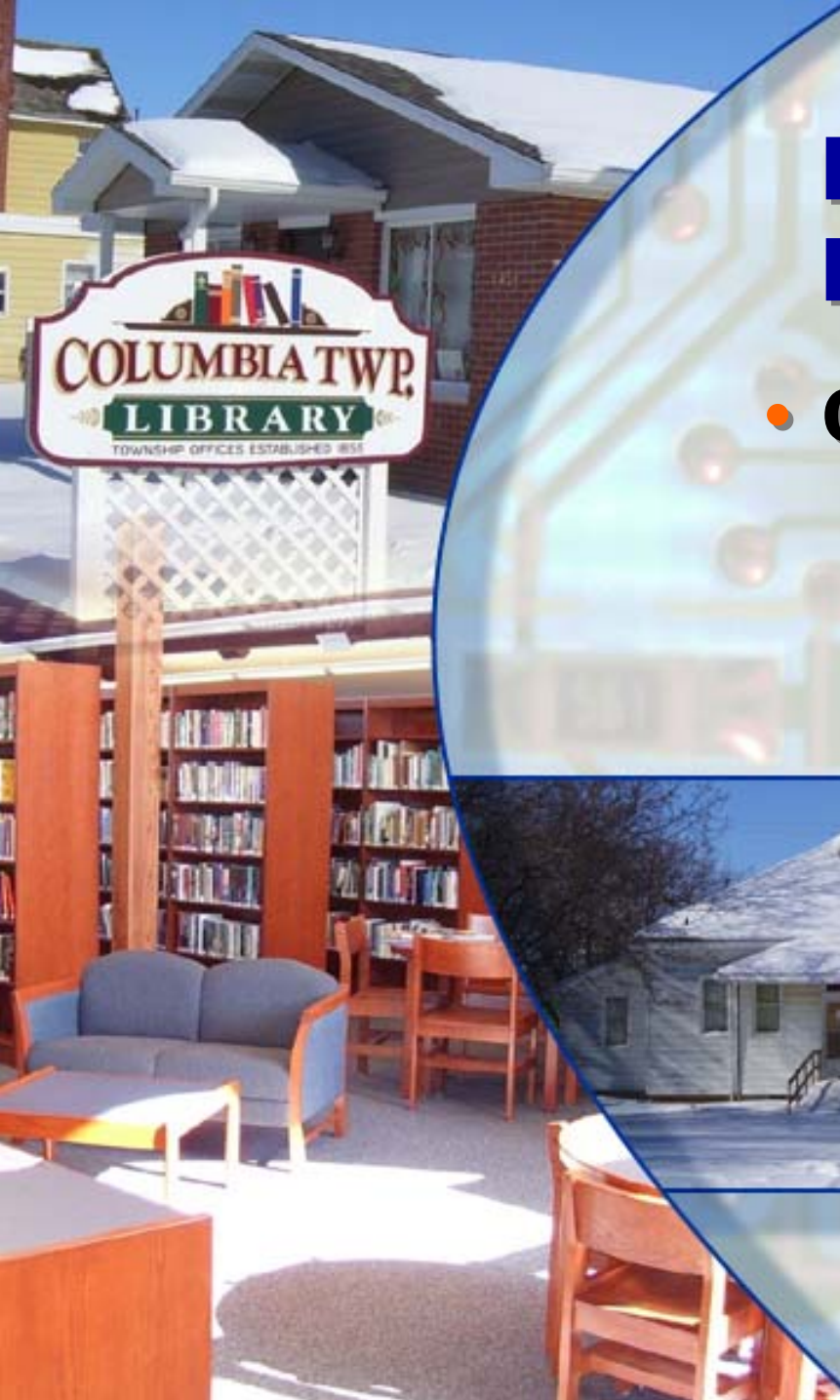
Player	Pts	Fouls
#04 Keith	9	1
#05 Shelton	2	1
#12 Redford	26	0
#14 Naechelein	24	2
#20 Amundson	2	0
#22 Brenthal	8	4
#23 Woods	2	0
#24 Wimmer	5	0
#30 Kidd	6	3
#32 Bender	2	2
#33 Gilmore	4	0
#42 Connor	0	0

Player	Pts	Fouls
#04 Peterson	8	1
#10 Yatch	13	1
#12 Williams	2	1
#20 Berghoff	3	2
#24 Defries	2	0
#30 Kopp	4	0
#32 Michels	0	0
#40 Mudd	0	4
#42 Kistner	2	2
#52 Kistner	6	0

Game Stats Updated - Fri Feb 16 15:14

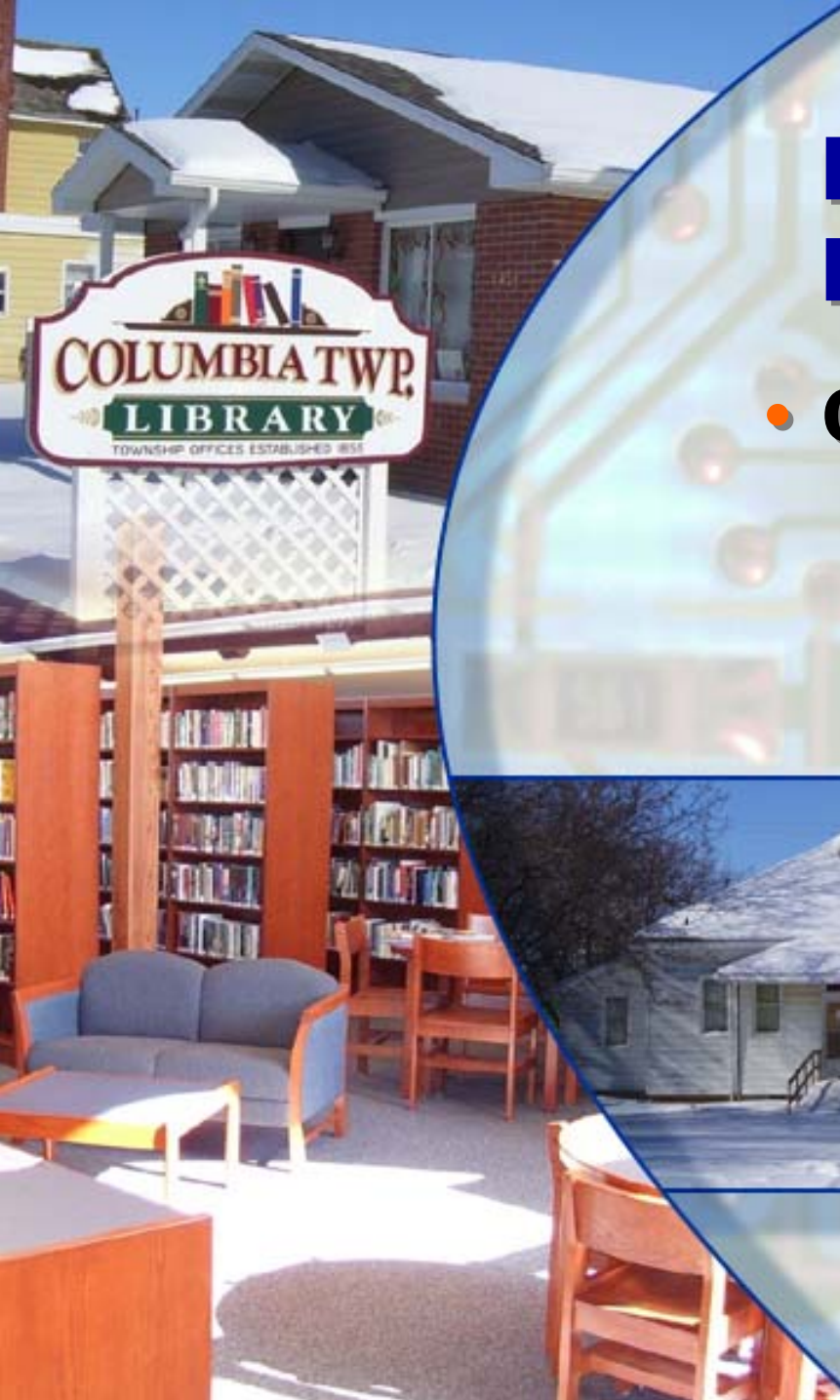
Broadband Making A Difference

- **Community Activities**
 - **A New Library**
 - **RDUP Community Connect Broadband Grant**



Broadband Making A Difference

- **Community Activities**
 - **A New Library**
 - **Opens up opportunity for all ages**



A photograph of a classroom is visible on the left side of the slide. In the foreground, several young students are seated at their desks, viewed from behind. In the background, a teacher with long brown hair is leaning over a desk. Two computer monitors are visible on a shelf in the background. A large, semi-transparent blue circle with a white border is positioned on the right side of the slide, containing the title and bullet points.

Broadband Making A Difference

- **Education**
 - **Distance Learning**
 - **Telemedicine Grant**

Broadband Making A Difference

- **Education**
 - **Distance Learning Telemedicine Grant**
 - **\$490,000 grant to serve seven rural school districts**



Broadband Making A Difference

- **Education**

- **Distance Learning
Telemedicine Grant**

- **Students are afforded opportunities they would otherwise not get**





Broadband Making A Difference

- **Education**
 - **Distance Learning**
Telemedicine Grant
 - **Saving schools time and money**



Broadband Making A Difference

- **Education**
 - **Distance Learning**
 - **Telemedicine Grant**
 - **Saving schools time and money**
 - **Professional Development**



Broadband Making A Difference

- **Education**
 - **Distance Learning**
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 - **Saving schools time and money**
 - **Professional Development**
 - **Advanced Placement Classes**



Broadband Making A Difference

- **Education**

- **Distance Learning
Telemedicine Grant**

- **Saving schools time and money**

- **Professional Development**
 - **Advanced Placement
Classes**
 - **Dual College Enrollment**



Broadband Making A Difference

- **Education**

- **Distance Learning
Telemedicine Grant**

- **Saving schools time and money**

- **Professional Development**
 - **Advanced Placement
Classes**
 - **Dual College Enrollment**
 - **Virtual Field Trips**

Questions

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